

CONTRACT

WLWT
 1700 Young Street
 Cincinnati, OH 45202
 (513)412-5000

www.wlwt.com

And:

Mentzer Media Services
 600 Fairmont Ave
 Suite 306
 Towson, MD 21286

| | | |
|--|---|--|
| <u>Contract / Revision</u> 943134 / | | <u>Alt Order #</u> 06279993 |
| <u>Product</u> 60 PLUS ASSOC SENATE | | |
| <u>Contract Dates</u> 08/26/12 - 08/26/12 | | <u>Estimate #</u> 1225 |
| <u>Advertiser</u> 60 Plus Association | | <u>Original Date / Revision</u> 08/16/12 / 08/16/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WLWT | <u>Account Executive</u> Mica Hansen | <u>Sales Office</u> HRP -Washingt |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> 1021 | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|--|------|-------------------|-----------------|--------------------|----------------|------|--------|-------------------|-------------|------|----------|-------------------|
| N 1 | WLWT | 08/26/12 | 08/26/12 | NBC MEET THE PRESS | NBC MEET THE P | | :30 | | | NM | 1 | \$1,200.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----1 | | | | 1 | \$1,200.00 | | | |
| Totals | | | | | | | | | | | 1 | \$1,200.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|-------------------|-------------------|
| 07/30/12 - 08/26/12 | 1 | \$1,200.00 | \$1,020.00 |
| Totals | 1 | \$1,200.00 | \$1,020.00 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|---|--|
| Station and Location: WLWT | Date: 8/17/12 |
|---|--|

I, Lauren Schumacher
do hereby request station time concerning the following issue:

60 Plus Association

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | VARIES | | | | |

Total Charges: \$ 1200 GROSS

This broadcast time will be used by: 60 Plus Association

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

60 Plus Association

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

11-8-11 James J. Martin 703-807-2070
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title